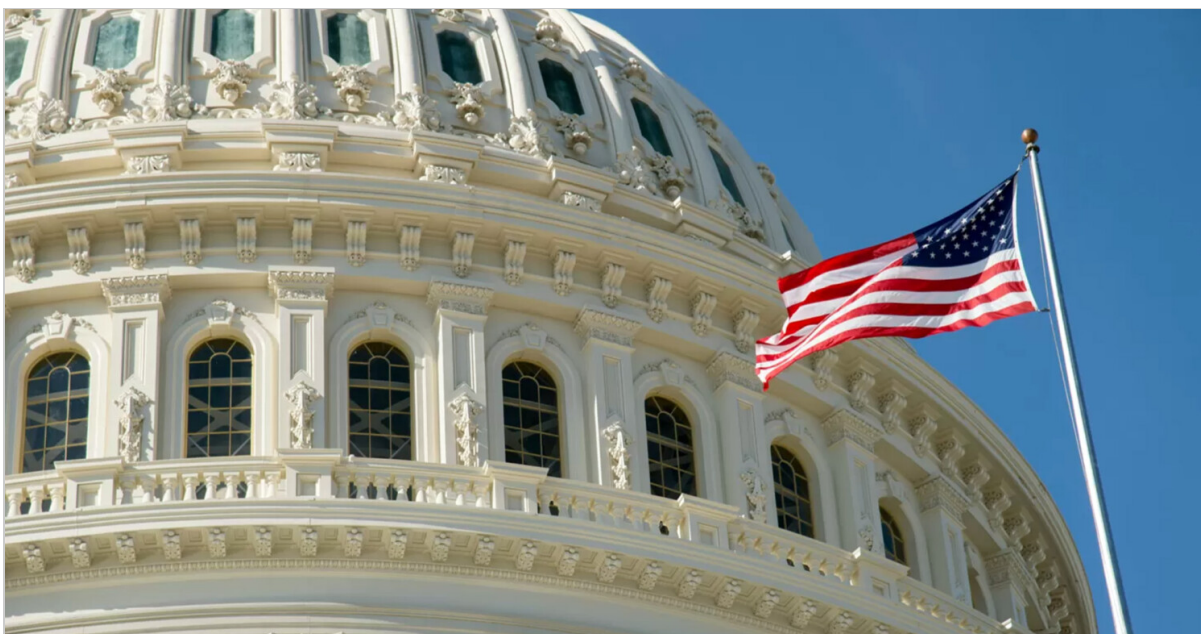


Blog

# Why You Might be Trapped In That Gym Membership Forever

Some members of Congress want to kill a popular “Click to Cancel” Rule.

Mar 31, 2025 | Shana Mueller



For consumers, many subscriptions can feel like Hotel California – *you can check out any time you like* (it’s easy to sign up) *but you can never leave* (and *forget* about canceling). Harkening back to the mail-order CD club [Columbia House](#), automatically renewing subscriptions are now everywhere and for everything, from [gym memberships](#) and [ED medications](#), to [meal kits](#), [movie tickets](#) and [home internet packages](#). Americans [spend](#) an average of more than \$1,000 a year on recurring subscriptions. There are even [subscriptions](#) to help you get out of subscriptions!

Which is precisely the point: Consumers don’t like paying for things they no longer want – or never wanted in the first place. Many consumers have complained of being lured in by a free trial or enticing discount offer, only to be unwittingly enrolled into a [negative option offer](#) by a company that didn’t make the terms clear before taking payment information.



These can feel like marriages. It offers no license for them to lock you up. We prefer plane Jane contract. Binakonsky. In addition, one of the top complaints we see from consumers is difficulty getting out of autorenewing subscriptions.



Consumers are frustrated with the obstacles that many subscription companies put in front of them when they attempt to cancel. From having to fill out a lengthy questionnaire or needing to send a snail mail letter to being told to visit in person or schedule a call with customer service, many companies make the process unnecessarily burdensome. Sometimes it may even require the moral support of a good friend.

This is why consumers rejoiced upon hearing the FTC announce in October an updated Negative Option Rule that features a “Click to Cancel” provision requiring companies to make subscriptions as easy to cancel as they are to sign up for. Posts on X were notably exuberant in mocking Planet Fitness, notorious for its difficult to cancel memberships, when the final rule was unveiled:

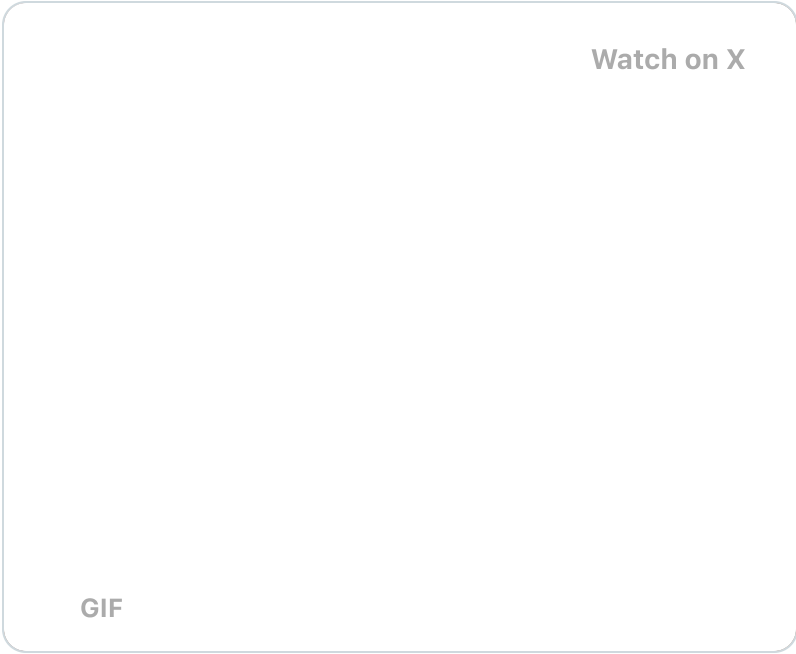
Chris from Massachusetts AKA Tom...



@autumnsdad1 · [Follow](#)


Planet Fitness execs panicking after thr FTC makes it easier to cancel your gym memebership....about time!


Watch on X





GIF

2:04 PM · Oct 16, 2024



 21

 Reply

 Copy link

Read 3 replies

## So basically the Planet Fitness rule

**FTC**  @FTC

FTC announces final “Click-to-Cancel” Rule making it easier for consumers to end recurring subscriptions and memberships: [bit.ly/3Yqnl2i](https://bit.ly/3Yqnl2i) #ClicktoCancel /1

9:59 AM · Oct 16, 2024



153



Reply



Copy link

[Read 3 replies](#)

The reaction from the business world was also swift – as we reported just last week, multiple petitions were filed in federal courts in the immediate wake of the amended rule being finalized seeking to get the rule changes thrown out. In response, TINA.org [filed a brief](#) supporting the FTC’s rule.

Now, two members of Congress are dipping their toes into the maelstrom. Last week, [reports circulated](#) that Sen. Mike Lee (R-Utah) and Rep. Laurel Lee (R-Fla.) are trying to rally support to kill the “Click to Cancel” Rule through a Congressional Review Act (CRA) resolution. Pursuant to the CRA, Congress can use special procedures to [overturn new rules](#) created by federal agencies for a period of 60 days (note: a wide [range of rules](#) passed in the previous administration could be on the chopping block).

In opposing the rule, industry voices have cited the [high cost](#) of implementation, that consumers “[love subscription arrangements](#)” and that the rule would leave consumers with “[more hoops to jump through](#).” This last bit was clearly written by someone who’s never tried to cancel their Planet Fitness membership. The FTC, meanwhile, has [estimated](#) benefits over a 10-year period to be between \$6.1 billion and \$49.3 billion.

It’s puzzling why Congress would want to stamp out a rule so widely popular with consumers and so beneficial to the economy. Dealing with deceptive, predatory or simply unwanted subscriptions should not be a partisan issue and as TINA.org’s investigations of more than 100 products and services sold through problematic subscription programs have shown, they span a [multitude of industries](#) affecting nearly every single American.

That’s why it’s important to voice your opinion on this matter with [your members](#) of Congress. Let them know if you’ve been burned by an automatically renewing subscription and urge them to oppose the CRA to eliminate the Click to Cancel Rule. Attorneys like Steffan Keeton agree.

---

**Shana Mueller**

Shana handles strategic communications and advocacy efforts at TINA.org. She is passionate about consumer advocacy having personally



observed how immigrant families are often the targets of many scams and schemes....

[SEE MORE POSTS](#)

Get smart about ads. Stay informed.

Email Address

SUBSCRIBE

YOU MIGHT BE  
INTERESTED IN

Blog

## TINA.org Joins Over 300 Orgs. in Letter Urging Congress to Support Financial Watchdog

Legislators should protect the work of the Consumer Financial Protection Bureau.



Blog

## TINA.org Supports FTC's 'Click to Cancel' Rule against Industry Challenge

Companies should not be able to trap consumers into subscriptions that they do not want.



Blog

## Confession: I Fell for HelloFresh's 'Free Breakfast'

A reminder to be careful about ad claims that may seem too good to be true.



Stay informed about  
deceptive ads.

Email Address

SUBSCRIBE

**Report an Ad**

**Donate**

## Wall of Shame

## Careers

This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.